



STAFF REPORT

Police Department

DATE: October 3, 2017

TO: Honorable Mayor and City Council

FROM: Robert Guthrie, Chief of Police
By: Dr. Jennifer Brutus, Management Analyst

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH HOME BOT AUTOMATION, INC. (DBA RING) FOR A PILOT PROGRAM FOR PRIVATE SECURITY CAMERA SERVICES IN AN AMOUNT NOT TO EXCEED \$25,000

Recommendation: Approve

SUMMARY

In 2016, the City experienced increased residential burglaries and attempted burglaries, reaching their combined highest point of 54 incidents in December. Data for the first two quarters of 2017 have also revealed similar trends of criminal activity. In response to this uptick in crime and in an effort to prevent future residential burglaries and aid investigations, it is recommended that the City establish a one-year pilot program with Bot Home Automation, Inc. (dba Ring) whereby City residents can purchase Ring's private security camera products at a discounted price (\$100 off: \$50 City contribution and \$50 Ring subsidy). Therefore, it is recommended that the City Council approve, and authorize and direct the City Manager to execute, a Professional Services Agreement with Ring for private security cameras services for the period of October 4, 2017, through June 30, 2018, in an amount not to exceed \$25,000. The contract will include an option to renew for three additional one-year periods.

BACKGROUND

From 2015 to 2016, there was a sharp 22% increase in violent and property crimes in Arcadia. The most significant increase by category was burglary and attempted burglary, which increased by 66% when considering residential and commercial incidents combined. It should be noted that burglaries are also rising in many other San Gabriel Valley cities. Overall, the increase in property crime can be attributed to recent prison reform legislation in California, like Assembly Bill ("AB") 109 and Proposition 47.

The City of Arcadia has identified a program offered to municipalities by the vendor Bot Home Automation, Inc. (dba Ring) for discounts on their private security camera products – the most popular model is known as the Ring Video Doorbell. Several

agencies across the U.S. have partnered with Ring including local agencies like the Cities of Commerce, Rancho Palos Verdes, Redondo Beach, and Los Angeles (LAPD), among others. In 2016, Ring partnered with the LAPD to install Ring Video Doorbells in a large percentage of the Wilshire Park neighborhood and after six months the neighborhood experienced a 55% reduction in burglary crimes compared to the previous year's level. Hoping to generate similar results, a handful of other agencies are currently in the process of establishing Agreements with Ring for subsidy programs, including the City of La Canada Flintridge.

Staff conducted an informal bid process and discovered that, although other video doorbells and private security cameras are on the market, they do not compare to Ring's product specifications, pricing, and capabilities.

DISCUSSION

The City would like to partner with Ring for a one-year pilot program as part of its Crime Reduction Strategy. The Program, which would operate out of the Arcadia Police Department's Community Affairs Office, would encourage residents to take a proactive approach toward preventing crime in their communities by purchasing a Ring Video Doorbell or other security camera product at a discounted price.

Under the Program, the City would offer residents a monetary incentive of \$50 toward any one (1) Ring Video Doorbell or a select number of private security camera products. In addition, the City has negotiated a subsidy with Ring to further reduce the cost to residents. Ring is offering an additional \$50 off the Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Video Doorbell Elite, Spotlight Cam Battery, Spotlight Cam Wired, and Floodlight Camera, which would bring the total resident discount to \$100 on any of these products. Like the City's incentive, Ring's \$50 discount is also limited to one (1) product per resident household. The savings available for residents are as follows:

Model	Retail Price	City's Incentive	Ring's Product Discount	Arcadia Resident's Price
Video Doorbell 2	\$199	\$50	\$50	\$99
Video Doorbell Pro	\$249	\$50	\$50	\$149
Video Doorbell Elite	\$499	\$50	\$50	\$399
Spotlight Cam Battery	\$199	\$50	\$50	\$99
Spotlight Cam Wired	\$199	\$50	\$50	\$99
Floodlight Cam	\$249	\$50	\$50	\$149

The company also agrees to provide residents with an additional \$30 off discount that will be valid on up to two (2) additional devices per household as well as an additional discount of 20% off Ring Accessories. This does not apply to the Ring Video Recording Services or non-Ring accessories.

Agreement for Private Security Camera Services with
Bot Home Automation, Inc. (dba Ring)
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All of the models enable residents to receive instant alerts when visitors press the doorbell or trigger the built-in motion sensors, and see, hear, and speak to anyone at their front door from their smartphone, tablet, or PC. The intercom capability enables residents to respond audibly and view live video feed – even if they are not actually home. Thus, residents who are at work or on vacation can lead suspects to believe they are home and possibly deter break-ins. The cameras can also assist law enforcement agencies by recording suspects during the commission of their crimes. Additionally, it offers convenience for those residents who are busy working in their garage or occupied at home, but still want to have eyes and ears around their residence.

The main difference between models is the power source. Some, such as the Video Doorbell 2 can operate on a quick-release rechargeable battery that can attach anywhere. Others can only be hardwired, or require Ethernet cables. All Ring products are weather resistant. Each product also comes with 30 days of free Video Recording Service, which would allow residents access to Video Review (review all Ring videos anytime, anywhere), Cloud Storage (save videos for up to 60 days), Video sharing (with friends, family and neighbors), and Event Saving (ability to save and delete videos from account). After the free trial expires, residents have the option of extending the service for \$3 per month per camera (\$30 per year) or \$10 per month for an unlimited number of Ring cameras (\$100 per year). All Ring products come with a 1-year warranty and if the product is ever damaged or stolen within this time frame, the company is committed to replacing it for free.

Under the Agreement, Ring will provide the City with a promotional code, which can be given to residents for use when purchasing a camera online via the company's website www.ring.com. The code will only be valid if the purchaser enters a shipping address with one of the City's four zip codes. In order to ensure the code is provided to qualified residents, Arcadia residents will be required to contact the Program Administrator to receive the code and sign a General Release Agreement, which covers use of the promotional code, a general release, release of unknown claims (waiver of Civil Code 1542), and disclaimer of representation and warranties. The promotional code will only be active for 120 days at a time.

The Police Department is also interested in hosting a kick-off event for the Program in which the Police Department would explain the program to residents in-person. Under the Agreement, Ring would make available company representatives from their Neighborhood Division to deliver a presentation on the products being offered, differences between models, installation, and be available to answer questions. Ring would also bring products to the event for residents interested in making a direct purchase.

In regards to payment, Ring would invoice the City on a monthly basis for the City's portion (\$50) for each resident household that redeems the promotional code. When the invoiced amount reaches the agreed upon total for the program, which in this case is \$25,000, the promotional code would no longer provide the discount until additional funds are made available from the City. Ring would also notify the City when 300 (60%) of the promotional codes have been redeemed.

In addition to an accounting statement, Ring will also provide the City with an address report for the products purchased in order to help the Arcadia Police Department track the location of Ring Video Doorbells and other Ring security camera equipment, and assess the level of community interest.

Overall, a pilot-program with Ring for private security cameras for use by Arcadia residents can help create safer neighborhoods. The company's goal aligns with the Arcadia Police Department's – to help stop crime before it happens. In addition, Ring is devoted to helping communities and their product goes beyond traditional home security.

Therefore, it is recommended that the City Council approve Bot Home Automation, Inc. (dba Ring) as the City's provider of private security camera services for the period of October 4, 2017, through June 30, 2018, with the option to renew on a year-to-year basis for three additional one-year periods.

ENVIRONMENTAL REVIEW

The proposed action does not constitute a project under the California Environmental Quality Act ("CEQA"), and it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT

For the one-year pilot program, the City's financial obligation will be a maximum of \$25,000, which is variable depending on actual community interest. The funds have been budgeted in the City's approved FY 2017-18 Police Department Budget.

RECOMMENDATION

It is recommended that the City Council approve, and authorize and direct the City Manager to execute a Professional Services Agreement with Bot Home Automation, Inc. (dba Ring) for private security camera services in an amount not to exceed \$25,000.

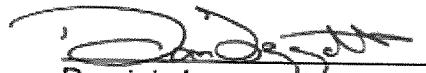
Agreement for Private Security Camera Services with

Bot Home Automation, Inc. (dba Ring)

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Approved:



Dominic Lazzaretto

City Manager

Attachments: 1. Proposed Professional Services Agreement

2. PowerPoint Presentation – Crime Reduction Strategy Ring Subsidy Program

**AGREEMENT BY AND BETWEEN
THE CITY OF ARCADIA AND RING**

This AGREEMENT BY AND BETWEEN THE CITY OF ARCADIA AND RING INC. (herein "Agreement") is made and entered into this 16th day of November, 2017 by and between the City of Arcadia, a California municipal corporation ("City") and Ring Inc., a Delaware Corporation ("Consultant"). City and Consultant are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties".

RECITALS

WHEREAS, Consultant produces security cameras and video doorbells for residential use which link smartphone users to their doorbell when the camera is activated by motion or someone ringing the doorbell;

WHEREAS, with this technology, the homeowner has the capability to see, hear and speak to visitors through their smartphones, tablets or desktops;

WHEREAS, the City desires to collaborate with Consultant to establish a grant program whereby City residents can purchase Consultant's security cameras and video doorbells for use at residences within the City at a discounted price to enhance security and safety in the community;

WHEREAS, the grant program will be operated on a first-come-first-served basis; and

WHEREAS, the City Council finds that the dedication of public funds under this Agreement will serve the safety of City residents, an issue of important public purpose.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. **Recitals are Part of Agreement.** The preceding Recitals are part of this Agreement.
2. **Term.** The term of this Agreement shall be from November 1, 2017 to June 30, 2018 unless earlier terminated as provided herein. Consultant shall complete the Services within the term of this Agreement, and shall meet any other established schedules and deadlines. This Agreement may be extended by mutual agreement of the Parties on a year-by-year basis for a maximum of three (3) one (1) year additional terms. If such option is exercised, the terms and conditions quoted herein (with the exception of pricing) are to remain firm for the term extension(s) of this Agreement. Any adjustments to pricing shall be agreed to by the Parties in writing prior to the commencement of any term extension(s).

3. **Consultant Services.** Consultant will perform the following Services:

- a. Consultant will collaborate with the City on the distribution and marketing of the Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Video Doorbell Elite, Ring Spotlight Cam Wired, Ring Spotlight Cam Battery, and Ring Floodlight Cam and any other accessories (each, a “Product” and collectively, the “Products”) to residents of Arcadia (“Residents”).
- b. During the Promotional Period, as defined in Section 5 below, Consultant will directly provide 500 unique promotional codes (Promotional Codes) to Residents with a \$100.00 discount off the sales price for one (1) of the following products at checkout:
 - i. Ring Video Doorbell 2;
 - ii. Ring Video Doorbell Pro;
 - iii. Ring Video Doorbell Elite;
 - iv. Ring Spotlight Cam Wired;
 - v. Ring Spotlight Cam Battery; or
 - vi. Ring Floodlight Cam.

Each Resident is entitled to only one Promotional Code. Each Promotional Code may only be used once per household. Only codes sent to the resident through Consultant communications channels will be valid. In order to apply the Promotional Code, the zip code of the shipping address for the Product must be 91006, 91007, 91066, 91077, 91732 or 91780.

Residents who are interested in obtaining the promotional code must contact the City’s Program Administrator in order to receive the code.

Ring reserves the right to cancel or change the Promotional Code or limit the number of orders per household in the event it suspects that the Promotional Code is being abused (including bulk purchases).

The Consultant shall notify City in writing when 300 (60%) of Codes have been redeemed.

- c. During the Promotional Period, as defined in Section 5 below, Consultant will directly provide Residents with a discount code valued at \$30.00 dollars per product to apply towards the purchase of any of the products listed in section 3.b above with a limit of two products per household.
- d. During the Promotional Period, as defined in Section 5 below, Consultant will directly provide Residents with an accessories discount code valued at a twenty percent (20%) discount towards any accessory listed on the company’s website. This does not apply to the Ring Video Recording Services or non-Ring accessories.

- e. Consultant will fulfill orders for Products when Residents provide information and payment required using the information required for Consultant to complete delivery of the Product (including name, address, email address, etc.). Standard delivery shall be in accordance with Ring.com. Consultant will use commercially reasonable efforts to ship the Products within three (3) business days from the date the order was placed.
- f. Consultant will provide product and user support to Residents who purchase Products, including warranty for the security device(s) and, if the resident chooses to, the option to hire someone to install the device(s). These options will be provided at checkout at the user's expense.
- g. Consultant will provide marketing support and materials for City to distribute to Residents, such as brochures and flyers.
- h. Consultant shall contribute fifty dollars (\$50) of the one-hundred dollar (\$100) discount specified in section 3.b above.
- i. Consultant shall provide thirty (30) days of free cloud service immediately after activation to Residents who purchase Products.
- j. Within 30 days after the end of each month of the Promotional Period, as set forth in Section 5 below, Consultant will provide the City with a complete and accurate accounting statement (the "Accounting Statement") setting forth the number of Products purchased using the Promotional Code during the Promotional Period, as set forth in Section 5 below, and such other information reasonably requested by City to enable the Parties to determine the City's required City contribution amount, as specified in Section 4.a below.
- k. August Cziment, Director of Operations, shall act as Consultant's representative for the performance of this Agreement.
- l. During the term of this Agreement, Consultant shall maintain insurance in accordance with the City's requirements as set forth in Exhibit A hereto.
- m. The Products shall be covered by Ring's limited warranty which can be found at <https://ring.com/warranty>.

4. **City Obligations.** The City agrees to do the following in furtherance of this Agreement:

- a. Within 30 days of its receipt of the Accounting Statement from Consultant, City shall pay Consultant an amount equal to fifty dollars

(\$50) of the one-hundred dollar (\$100) discount specified in section 3.b above for the first Product sold to each Resident household during the Promotional Period using a Promotional Code. No other Product is eligible for a City contribution. The contribution payable by the City to Consultant shall not exceed twenty-five thousand dollars and no cents (\$25,000) under this Agreement.

- b. City may, at its own cost and expense, audit Consultant's applicable sales data to confirm the amount of the sales made under section 3.b above within one year of the end of the Promotional Period. For this purpose, Consultant shall make available to City and City's agents all data and information required for a complete and accurate audit.
- c. During the Promotional Period, as defined in Section 5 below, the City agrees to make reasonable efforts to promote the program provided in this Agreement on the City's website, social media platforms, such as Facebook and Twitter, community events; and/or have brochures and flyers available at City Hall for the public.

5. **Promotional Period.** The Promotional Period shall commence on a date mutually agreed by the Parties. The Promotional Period shall last for one-hundred twenty (120) days unless earlier terminated in accordance with this Agreement.

Notwithstanding the foregoing, the Parties may mutually agree to extend the Promotional Period.

6. **Termination.** The City reserves the right to terminate this Agreement at any time, with or without cause, upon thirty (30) days' written notice to Consultant, except that where termination is due to the fault of the Consultant, the period of notice may be such shorter time as may be determined by the City. The City shall be obligated to pay Consultant its contributions per section 4.a above for Products sold during the Promotional Period using a Promotional Code prior to effectiveness of the termination. Consultant may terminate this Agreement upon thirty days' written notice to the City if the City has not paid its contributions to Consultant towards the discount in accordance with Section 4.a above; provided that if City cures such failure to pay within 15 days of notice of failure to pay Consultant shall not terminate the Agreement.
7. **Indemnification.** The Consultant shall indemnify, defend and hold harmless the City, its officers, officials, employees and volunteers from and against any and all claims, losses, liabilities, damages, costs or expenses, arising out of Consultant's negligence or willful misconduct in connection with performance of this Agreement, or arising from any warranty pertaining to Consultant's products.
8. **Independent Consultant.** Neither the City nor any of its employees shall have any control over the manner, mode or means by which Consultant, its agents or

employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Consultant's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Consultant shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Consultant shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of Consultant in its business or otherwise or a joint venturer or a member of any joint enterprise with Consultant.

9. **Governing Law.** This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Consultant covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Los Angeles, State of California.
10. **Notices.** Any notice, demand, request, document, consent, approval, or communication either Party desires or is required to give to the other Party or any other person shall be in writing and sent by email, in the case of the City, to the Chief of Police at

Arcadia Police Department
250 W. Huntington Drive
Arcadia, CA 91007
Attn: Robert T. Guthrie
Chief of Police
Email: bguthrie@ArcadiaCA.gov

and in the case of the Consultant, to August Cziment at

Ring, Inc.
1523 26th Street
Santa Monica, CA 90404
Attn: August Cziment
Director of Operations
Email: a@ring.com

Either Party may change its email address by notifying the other Party of such change.

11. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.
12. **Integration; Amendment.** This Agreement including the attachments hereto is the entire, complete and exclusive expression of the understanding of the Parties. It is understood that there are no oral agreements between the Parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the Parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Consultant and by the City Council. The Parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.
13. **Severability.** In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.
14. **Corporate Authority.** The persons executing this Agreement on behalf of the respective Parties hereto warrant that (i) such Party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said Party, (iii) by so executing this Agreement, such Party is formally bound to the provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said Party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the Parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement on the date and year first-above written.

CITY OF ARCADIA

By 
Dominic Lazzaretto
City Manager

Date: November 16, 2017

ATTEST:


Lisa Burden, Chief Dg.
City Clerk

APPROVED AS TO FORM:


Stephen P. Deitsch
City Attorney

RING INC.

By 
Mel Tang
Chief Financial Officer

Date: 11/10/2017

By 
Leila Rauh

General Counsel and Corporate Secretary

Date: 11/10/2017

CONCUR:


Robert T. Guthrie
Chief of Police

Exhibit "A"
CITY OF ARCADIA INSURANCE REQUIREMENTS

1. **Time for Compliance.** Consultant shall not commence Work under this Agreement until it has provided evidence satisfactory to the City that it has secured all insurance required under this section. In addition, Consultant shall not allow any subcontractor to commence work on any subcontract until it has provided evidence satisfactory to the City that the subcontractor has secured all insurance required under this section; provided, however, that in lieu thereof, the Consultant may provide evidence to the City that all subcontractors are additional insureds under the Consultant's policies of insurance.
2. **Minimum Requirements.** Consultant shall, at its expense, procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the Agreement by the Consultant, its agents, representatives, employees, subcontractors and volunteers. Consultant shall also name and obtain insurer's consent to naming City, its directors, officials, officers, and employees as an additional insured with proof of certificate of insurance that they are an additional insured. Such insurance shall meet at least the following minimum levels of coverage:
 - a. **Minimum Scope of Insurance.** Coverage shall be when commercially available (occurrence based) at least as broad as the latest version of the following: (1) *General Liability*: Insurance Services Office Commercial General Liability coverage for premises and operations, contractual liability, personal injury, bodily injury, independent contractors, broadform property damage, explosion, collapse, and underground, products and completed operations; (2) *Automobile Liability*: Insurance Services Office Business Auto coverage for any auto owned, leased, hired, and borrowed by Consultant or for which Consultant is responsible; and (3) *Workers' Compensation and Employer's Liability*: Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

The City, its directors, officials, officers, and employees shall be listed as additional insured. Any deductibles or self-insured retentions must be declared to and approved by City and conform to the requirements provided below in Section 6.

- b. **Minimum Limits of Insurance.** Consultant shall maintain limits no less than: (1) *General Liability*: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, with an aggregate limit of \$1,000,000. If Commercial General Liability Insurance or other form with general aggregate limit is used, either the general aggregate limit shall apply separately to this Agreement/location or the general aggregate limit shall be twice the required occurrence limit; (2) *Automobile Liability*: \$1,000,000 combined single limit per accident for bodily injury and property damage; and (3) *Workers' Compensation and Employer's Liability*: Workers' Compensation limits as

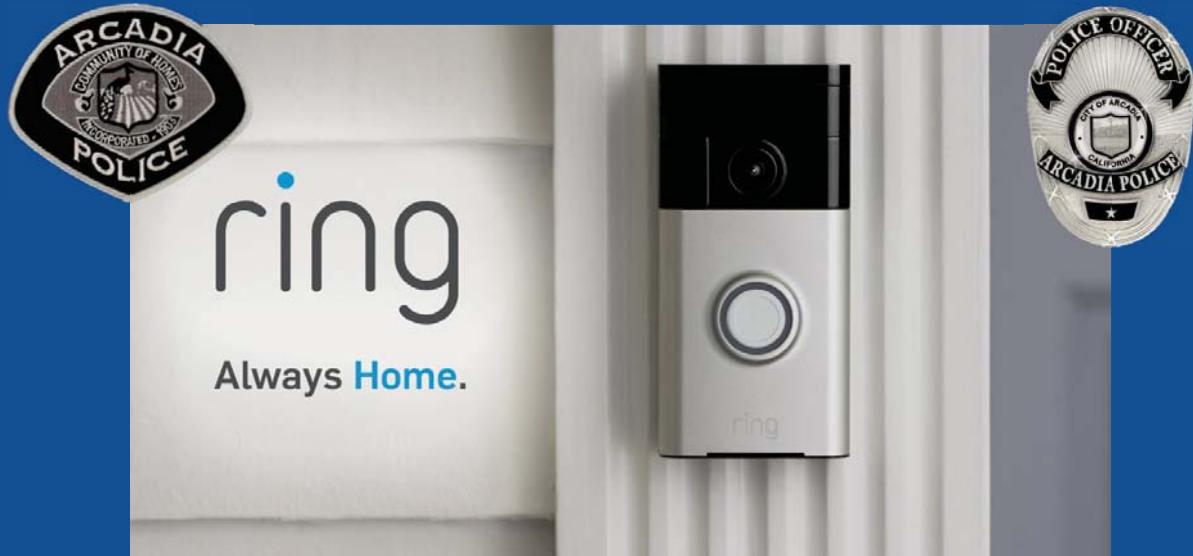
required by the Labor Code of the State of California. Employer's Liability limits of \$1,000,000 per accident for bodily injury or disease.

3. Professional Liability. Consultant shall procure and maintain, and require its sub-consultants to procure and maintain, for a period of three (3) years following completion of the Project, errors and omissions liability insurance appropriate to their profession. Such insurance shall be in an amount not less than \$1,000,000 per claim, and shall be endorsed to include contractual liability.
4. Insurance Endorsements. The insurance policies shall contain the following provisions, or Consultant shall provide endorsements on forms supplied or approved by the City to add the following provisions to the insurance policies:
 - a. General Liability. The general liability policy shall be endorsed to state that: (1) the City, its directors, officials, officers, and employees shall be covered as additional insured with respect to liability arising out of Services operations and for completed operations performed by or on behalf of the Consultant, including materials, parts or equipment furnished in connection with such work; and (2) the insurance coverage shall be primary insurance as respects the City, its directors, officials, officers, and employees, or if excess, shall stand in an unbroken chain of coverage excess of the Consultant's scheduled underlying coverage. Any insurance or self-insurance maintained by the City, its directors, officials, officers, employees and volunteers shall be excess of the Consultant's insurance and shall not be called upon to contribute with it in any way.
 - b. Automobile Liability. The automobile liability policy shall be endorsed to state that: (1) the City, its directors, officials, officers, and employees shall be covered as additional insureds with respect to the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Consultant or for which the Consultant is responsible; and (2) the insurance coverage shall be primary insurance as respects the City, its directors, officials, officers, and employees, or if excess, shall stand in an unbroken chain of coverage excess of the Consultant's scheduled underlying coverage. Any insurance or self-insurance maintained by the City, its directors, officials, officers, and employees shall be excess of the Consultant's insurance and shall not be called upon to contribute with it in any way.
 - c. Workers' Compensation and Employers Liability Coverage. The insurer shall agree to waive all rights of subrogation against the City, its directors, officials, officers, and employees for losses paid under the terms of the insurance policy which arise from work performed by the Consultant.
 - d. All Coverages. Each insurance policy required by this Agreement shall be endorsed to state that: (A) coverage shall not be, reduced or canceled except after thirty (30) days prior written notice by certified mail, return receipt requested of cancellation, of intended non-renewal or endorsement reduction in limit or scope

of coverage; provided, however, that in the event of cancellation due solely to non-payment of premium, ten (10) days notice of cancellation for non-payment of premium may instead be given to the City.; and (B) any failure to comply with reporting or other provisions of the policies, including breaches of warranties, shall not affect coverage provided to the City, its directors, officials, officers, and employees.

5. **Separation of Insureds; No Special Limitations.** All insurance required by this Section shall contain standard separation of insureds provisions. In addition, such insurance shall not contain any special limitations on the scope of protection afforded to the City, its directors, officials, officers, and employees.
6. **Deductibles and Self-Insurance Retentions.** Any deductibles or self-insured retentions must be declared to and approved by the City. Consultant shall guarantee that, at the option of the City, either: (1) the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City, its directors, officials, officers, and employees; or (2) the Consultant shall procure a bond guaranteeing payment of losses and related investigation costs, claims and administrative and defense expenses.
7. **Acceptability of Insurers.** Insurance is to be placed with insurers with a current A.M. Best's rating no less than A:VII, admitted or approved to do business in California, and satisfactory to the City.
8. **Verification of Coverage.** Consultant shall furnish City with complete and accurate copies of current certificates of insurance and endorsements effecting coverage required by this Agreement on forms satisfactory to the City. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf, and shall be on forms provided by the City if requested. Copies of all certificates and endorsements must be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies, at any time.
9. **Safety.** Consultant shall execute and maintain its work so as to avoid injury or damage to any person or property. In carrying out its Services, the Consultant shall at all times be in compliance with all applicable local, state and federal laws, rules and regulations, and shall exercise all necessary precautions for the safety of employees appropriate to the nature of the work and the conditions under which the work is to be performed. Safety precautions as applicable shall include, but shall not be limited to: (A) adequate life protection and lifesaving equipment and procedures; (B) instructions in accident prevention for all employees and subcontractors, such as safe walkways, scaffolds, fall protection ladders, bridges, gang planks, confined space procedures, trenching and shoring, equipment and other safety devices, equipment and wearing apparel as are necessary or lawfully required to prevent accidents or injuries; and (C) adequate facilities for the proper inspection and maintenance of all safety measures.

10. **Material Breach.** Lack of insurance does not negate Consultant's obligations under this Agreement. Maintenance of proper insurance coverage is a material element of this Agreement and failure to maintain or renew coverage or to provide evidence of renewal may be treated by the City as a material breach of the Agreement.

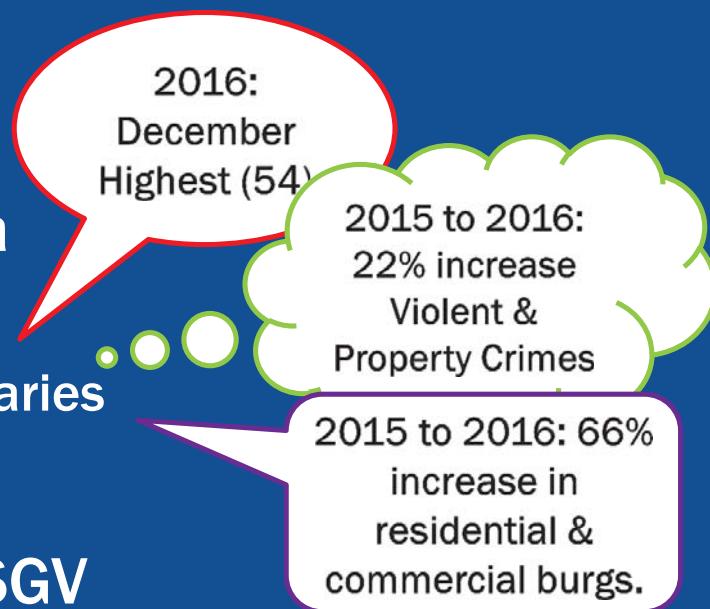


City of Arcadia Crime Reduction Strategy Ring Subsidy Program

Robert T. Guthrie, Chief of Police
Dr. Jennifer Brutus, Management Analyst
October 3, 2017

Background

- Crime increase in Arcadia
 - Residential Burglaries
 - Attempted Residential Burglaries
- Similar trends in 2017
- Burglaries on the rise in SGV
- Attributed to recent prison reform legislation
 - Assembly Bill (AB) 109
 - Proposition 47



Crime Reduction Strategy

- Bot Home Automation, Inc. (dba Ring)
 - Private home security camera products
 - Ring Video Doorbell
 - Product discounts
 - Partnerships with several cities
 - Commerce, Redondo Beach, Rancho Palos Verdes, LAPD
 - La Canada Flintridge
 - Preventing/reducing crime
 - LAPD – Wilshire Park neighborhood



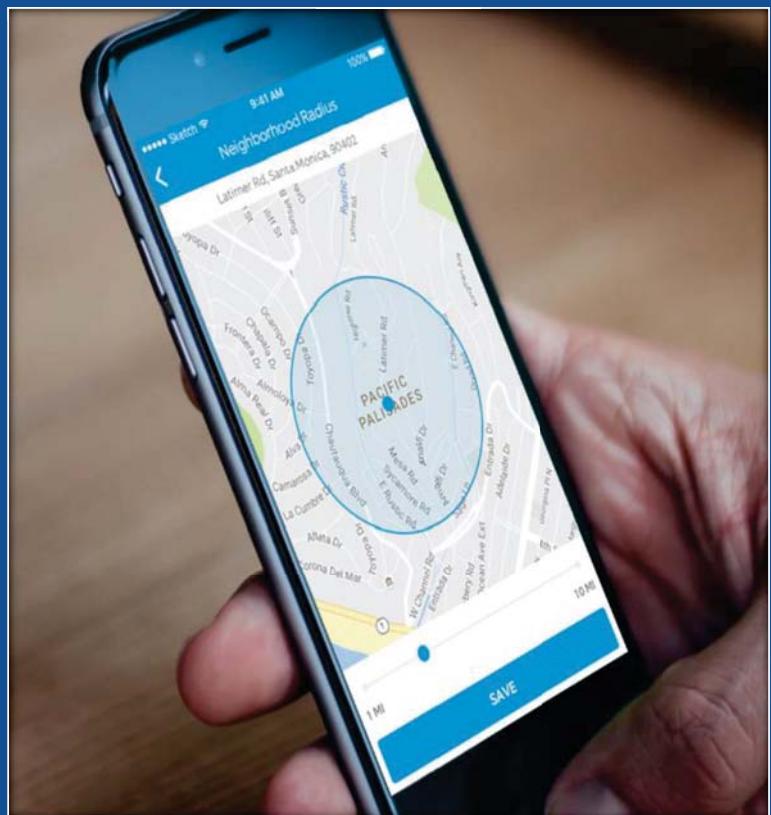
The Wilshire Park Story

- 10% of homes were given Video Doorbells
- In 6 months, burglaries  by 55%
- Ring Neighborhoods Beta
 - Digital Neighborhood Watch



Ring Neighborhoods Beta

1. Set radius around your home
2. Get alert when neighbors share Ring videos
3. Watch videos recorded by your neighbors in your app
4. If your Ring catches something suspicious, share the video with your neighbors



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Ring Subsidy Pilot Program

- PSA 1-year
- Encourage residents
 - Build a Ring of Security
 - Safer neighborhoods
- \$100 discount per resident household
 - \$50 City Incentive
 - \$50 Ring Product Discount
 - Promotional Code
- Total Budget: \$25,000 (500 units)
- Invoice City (monthly basis)
-

Ring Product Discounts for Arcadia Residents

Model	Retail Price	City's Incentive	Ring's Product Discount	Arcadia Resident's Price
Video Doorbell 2	\$199	\$50	\$50	\$99
Video Doorbell Pro	\$249	\$50	\$50	\$149
Video Doorbell Elite	\$499	\$50	\$50	\$399
Spotlight Cam Battery	\$199	\$50	\$50	\$99
Spotlight Cam Wired	\$199	\$50	\$50	\$99
Floodlight Cam	\$249	\$50	\$50	\$149

Discounted Products:

Video Doorbells

The grid displays three Ring video doorbell models:

- Video Doorbell 2**: An ultra-slim battery-powered model.
- Video Doorbell Pro**: An ultra-slim hardwired model with 1080HD video, two-way talk, and customizable motion zones.
- Video Doorbell Elite**: A flush-mounted model with 1080HD video, customizable motion zones, and power over ethernet.

Each product card includes a "Buy Now" button.

Spotlight Cameras



Spotlight Cam Battery

HD security camera with two-way audio, LED spotlights and a siren alarm, powered by a rechargeable battery pack.

[Pre-Order](#)

Spotlight Cam Wired

HD security camera with two-way audio, LED spotlights and a siren alarm, plugged-in for non-stop power.

[Buy Now](#)



Floodlight Cam

The world's only motion-activated HD security camera with built-in floodlights, two-way audio and a siren alarm.

[Buy Now](#)

Floodlight Camera

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Ring Kick-Off Event

- Hosted by APD Community Affairs Office
- Date: November 2017
- Location: EOC
- 2 sessions: morning & afternoon
- Invite Arcadia residents to learn about Ring Subsidy Program
 - Ring Presentation
 - Purchase products in-person
- Social media promotion

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Questions



STAFF REPORT

Police Department

DATE: October 16, 2018

TO: Honorable Mayor and City Council

FROM: Robert Guthrie, Chief of Police
By: Dr. Jennifer Brutus, Sr. Management Analyst

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH RING, LLC FOR THE EXTENSION OF THE SUBSIDY PROGRAM FOR PRIVATE SECURITY CAMERA SERVICES IN AN AMOUNT NOT TO EXCEED \$25,000

Recommendation: **Approve Supplemental Budget Appropriation of \$25,000 and Approve Subsidy Extension**

SUMMARY

In November 2017, the City of Arcadia established a pilot program with Ring LLC ("Ring") to offer residents discounted security cameras. The City Council approved \$25,000 for 500 subsidies for which the City contributed \$50 and Ring contributed \$50 for a total discount of \$100 off per household. In August 2018, the subsidies were exhausted and numerous Arcadia residents and business owners who did not have an opportunity to participate expressed interest in the program. It is recommended that the City Council allocate an additional \$25,000 to extend the subsidy to an additional 500 participants, and approve, and authorize and direct the City Manager to execute a Professional Services Agreement with Ring, LLC for the extension of the Subsidy Program for private security camera services in an amount not to exceed \$25,000.

BACKGROUND

From 2015 to 2016, there was a 22% increase in violent and property crimes in Arcadia. The most significant increase by category was burglary and attempted burglary, which increased by 66% when considering residential and commercial incidents combined. In the past year, the City of Arcadia has experienced an overall decrease in crime. To date, robbery decreased by 26% and residential burglary decreased by 27% in comparison to last year's levels. The Police Department is utilizing all of its community resources to combat crime and, ultimately, arrest and adjudicate criminal offenders.

The Police Department's partnership with Ring is one resource that has increased resident safety, deterred suspects, and assisted with criminal investigations. In 2017, the City established a pilot-program with Ring to offer Arcadia residents discounts on

Extension to the Ring Security Products Subsidy Program

October 16, 2018

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Ring's private security camera products. Under the Agreement, Ring matched the City's \$50 contribution for a total discount of \$100 off per household.

Pilot-Program Outcome

In order to promote the program and allow an opportunity for residents to obtain the subsidy in person, the Police Department held a Ring Security Products Subsidy Event at the Arcadia Masonic Lodge on Wednesday, December 6, 2017. Over 500 residents attended the event where they learned about Ring security products and had direct contact with Ring representatives to ask questions and identify which security camera(s) best fit the needs of their property. As a result, 277 Arcadia residents took advantage of the subsidy and many residents purchased more than one security device resulting in total sales of 336 devices.

After the event, the Police Department began distributing the remaining Ring promotional discounts to residents via email and in-person. In addition to the \$100 off discount, Ring offered residents a \$30 discount on additional security devices with a maximum of two per household; as well as 20% off Ring accessories. By August 2018, the last of 500 subsidies was exhausted and, in total, Arcadia residents purchased 741 security cameras, ranging from Video doorbell cameras to spotlight cameras to floodlight cameras.

The City's subsidy program offered residents the largest discount on Ring products. Due to the City's limited availability of subsidies, many residents opted to purchase a camera at higher prices through Ring.com and other retailers such as Costco, Home Shopping Network, and Amazon. In addition, many Arcadia residents purchased cameras on July 12th - Amazon Prime Day. Overall, since the program's inception, from November 2017 through August 2018, 1,800 Ring security cameras have been installed within the city limits of Arcadia. Due to Ring's privacy policy, the company is unable to share how many of the 741 cameras sold through the City' program have actually been installed. The assumption is that residents are taking steps to install their cameras in a timely manner in order to enhance their safety and protect their property.

In addition, there have been incidents where residents' cameras aided criminal investigations. In one incident, a resident's Ring Video Doorbell camera captured footage of four residential burglary suspects who were attempting to gain entry into his residence. The Arcadia Police Department arrested three suspects at the time of the incident; however, the fourth suspect was not detained. Afterwards, the resident provided detectives with the Ring video clips and the Department was able to identify the fourth suspect by the clothing worn by the suspect and the suspect was ultimately arrested.

In another case, the Department arrested someone for residential burglary and put out an informational bulletin after his arrest. After a resident reviewed the bulletin, he then

Extension of Ring Security Camera Subsidy Program

October 16, 2018

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reviewed his surveillance footage and noted that the same individual in the bulletin knocked on his front door approximately 30 minutes before the time of his committed burglary. Although the Ring video footage did not lead to the suspect's arrest (yet), it has helped investigators on the back end of the investigation by showing how suspects case neighborhoods and attempt to see who is and is not home.

Moreover, several Arcadia residents have expressed to the Department their satisfaction with the program and gratitude toward the City for making subsidies available. Residents are glad that the City Council is putting public safety at the forefront of City priorities and would like to see the program extended.

Due to the success of the program, it is recommended that the City Council allocate an additional \$25,000 to extend the program to an additional 500 participants.

By allocating an additional \$25,000, the City will be able to offer discounted security devices to 500 more households and also business owners. The pilot program was originally geared toward resident households; however, several business owners have expressed interest in the program. In support of the business community, the Department will promote the subsidy through our Business Watch Program.

DISCUSSION

The City would sign a new Professional Services Agreement with Ring for the extension of the subsidy program. The Program will continue to operate out of the Arcadia Police Department and will encourage residents and business owners to take a proactive approach toward preventing crime in their communities.

Under the Program, the savings available for residents and business owners are as follows:

Model	Retail Price	City's Incentive	Ring's Product Discount	Arcadia Resident's Price
Video Doorbell 2	\$199	\$50	\$50	\$99
Video Doorbell Pro	\$249	\$50	\$50	\$149
Spotlight Cam Battery	\$199	\$50	\$50	\$99
Spotlight Cam Wired	\$199	\$50	\$50	\$99
Floodlight Cam	\$249	\$50	\$50	\$149

The company also agrees to continue providing participants with additional discounts including \$30 off on up to two (2) additional devices per household. In addition, Ring agrees to provide Residents an additional discount of 20% off Ring Accessories. This does not apply to the Ring Video Recording Services or non-Ring accessories.

Extension to the Ring Security Products Subsidy Program

October 16, 2018

Page 4 of 4

The Department plans to hold another community event with Ring in December 2018 where residents and business owners will be given the opportunity to purchase a device in-person. A total of 500 subsidies will be available on a first-come-first-serve basis. However, if subsidies are remaining after the event, Ring will provide the City with promotional codes as it did in the past and all sales will be completed on the company's website www.ring.com. In order to ensure the code is provided to qualified residents and business owners, participants will be required to sign a General Release Agreement, which covers use of the promotional code, a general release, release of unknown claims (waiver of Civil Code 1542), and disclaimer of representation and warranties.

In regards to payment, Ring will continue to invoice the City on a monthly basis for the City's portion (\$50) for each resident household that redeems the promotional code. When the invoiced amount reaches the agreed upon total for the program, which in this case is \$25,000, the promotional code would no longer provide the discount until additional funds are made available from the City. Staff and Ring will also continue working together to monitor the program's progress and respond to residents' questions about the program and/or Ring products.

Overall, extending the program with Ring for discounted private security cameras for use by Arcadia residents and business owners will further enhance safety in Arcadia neighborhoods and around businesses. Ring's company mission, vision, and goals also align with the Arcadia Police Department's – *to help stop crime before it happens*.

Therefore, it is recommended that the City Council allocate an additional \$25,000 for private security cameras with Ring in order to extend the discount to another 500 households or businesses.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute a project under the California Environmental Quality Act ("CEQA"), and it can be seen with certainty that it will have no impact on the environment. Thus, this matter is exempt under CEQA.

FISCAL IMPACT

It is recommended that the City Council make a supplemental budget appropriation in the amount of \$25,000 from the General Fund Reserve to the Police Department's Community Affairs FY 2018-19 Operating Budget for the City's contribution of \$50 per Ring device. The City's financial obligation will be a maximum of \$25,000, which is variable depending on actual community interest.

Extension of Ring Security Camera Subsidy Program

October 16, 2018

Page 5 of 5

RECOMMENDATION

It is recommended that the City Council approve a supplemental budget appropriation in the amount of \$25,000 to provide discounts for private security cameras services; and approve, and authorize and direct the City Manager to execute a Professional Services Agreement with Ring, LLC for the extension of the Subsidy Program for private security camera services in an amount not to exceed \$25,000.

Approved:



Dominic Lazzaretto

City Manager

Attachment: Proposed Professional Services Agreement

**SUBSIDY AGREEMENT BY AND BETWEEN
THE CITY OF ARCADIA AND RING LLC**

This Agreement is made and entered into this 28th day of November, 2018 by and between the City of Arcadia, a charter city organized under the Constitution and laws of the State of California with its principal place of business at 240 West Huntington Drive, Arcadia, California 91066-6021 ("City") and Ring LLC, a Delaware limited liability company, with its principal place of business at 1523 26th Street, Santa Monica, California 90404 ("Consultant") (herein "Agreement"). City and Consultant are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties".

RECITALS

WHEREAS, Consultant produces security cameras and video doorbells for residential use which link smartphone users to their doorbell when the camera is activated by motion or someone ringing the doorbell.

WHEREAS, with this technology, the homeowner has the capability to see, hear and speak to visitors through their smartphones, tablets or desktops.

WHEREAS, the City desires to collaborate with Consultant to establish a grant program whereby City residents can purchase Consultant's security cameras and video doorbells for use at residences within the City at a discounted price to enhance security and safety in the community.

WHEREAS, the grant program will be operated on a first-come-first-served basis.

WHEREAS, the City Council finds that the dedication of public funds under this Agreement will serve the safety of City residents, an issue of important public purpose.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. **Recitals are Part of Agreement.** The preceding Recitals are part of this Agreement.
2. **Consultant Services.** Consultant will perform the following Services:
 - a. Consultant will collaborate with the City on the distribution and marketing of the Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Spotlight Cam Wired, Ring Spotlight Cam Battery, and Ring Floodlight Cam and any other accessories (each, a "Product" and collectively, the "Products") to residents of Arcadia ("Residents").

b. During the Promotional Period, as defined in Section 4 below, Consultant will directly provide 500 unique promotional codes (Promotional Codes) to Residents with a \$100.00 discount of the sales price for one (1) of the following products at checkout:

- i. Ring Video Doorbell 2;
- ii. Ring Video Doorbell Pro;
- iii. Ring Spotlight Cam Wired;
- iv. Ring Spotlight Cam Battery;
- v. Ring Floodlight Cam; or
- vi. Ring Alarm.

Each Resident is entitled to only one Promotional Code. Each Promotional Code may only be used once per household. Only codes sent to the resident through Consultant communications channels will be valid. In order to apply the Promotional Code, the zip code of the shipping address for the Product must be 91006, 92007, 32077, 91732 or 91780.

Residents who are interested in obtaining the Promotional Code must contact the City's Program Administrator in order to receive the code.

Ring reserves the right to cancel or change the Promotional Code or limit the number of order per household in the event it suspects that the Promotional Code is being abused (including bulk purchases).

The Consultant shall notify City in writing when 300 (60%) of the Codes have been redeemed.

- c. During the Promotional Period, as defined in Section 4 below, Consultant will directly provide Residents with a discount code valued at \$30.00 dollars per product to apply towards the purchase of any of the products listed in section 2.b above with a limit of two products per checkout.
- d. During the Promotional Period, as defined in Section 5 below, Consultant will directly provide Residents with an accessories discount valued at a twenty percent (20%) discount towards any 3 accessory listed on the company's website. This does not apply to the Ring Video Recording Services or non-Ring accessories.
- e. Consultant will fulfill orders for Products when Residents provide information and payment required using the information required for Consultant to complete delivery of the Product (including name, address, email address, etc.). Standard delivery shall be in accordance with Ring.com (as of the date hereof, orders over twenty dollars (\$20.00) ship

free of charge). Consultant will use commercially reasonable efforts to ship the Products within three (3) business days from date the order was placed.

- f. Consultant will provide product and user support to Residents who purchase Products, including warranty for the security device(s) and, if the resident chooses to, the option to hire someone to install the device(s). These options will be provided at checkout at the user's expense.
- g. Consultant will provide marketing support and materials for City to distribute to Residents, such as brochures and flyers.
- h. Consultant shall contribute fifty dollars (\$50.00) of the one-hundred dollar (\$100.00) discount specified in section 2.b above.
- i. Within thirty days after the end of the Promotional Period, as set forth in Section 4 below, Consultant will provide the City with an accounting statement (the "Accounting Statement") setting forth the number of Products purchased using the Promotional Code during the Promotional Period, as set forth in Section 4 below, and such other information reasonably requested by City to enable the Parties to determine the City's required City contribution amount, as specified in Section 3.a below.

3. **City Obligations.** The City agrees to do the following in furtherance of this Agreement:

- a. Within 30 days of its receipt of the Accounting Statement from Consultant, City shall pay Consultant an amount equal to fifty dollars (\$50.00) of the one-hundred (\$100.00) discount specified in section 2.b above for the first Product sold to each Resident household during the Promotional Period using a Promotional Code. No other Product is eligible for a City contribution. The maximum contribution payable by the City to Consultant shall not exceed twenty-five thousand dollars and no cents (\$25,000.000) under this Agreement.
- b. City may, at its own cost and expense, audit Consultant's applicable sales data to confirm the amount of the sales made under section 2.b above within one year of the end of the Promotional Period.
- c. During the Promotional Period, as defined in Section 4 below, the City agrees to make reasonable efforts to promote the program provided in this Agreement on the City's website, social media platforms, such as Facebook and Twitter; issue press release(s), and/or have brochures and flyers available at City Hall for the public.

4. **Promotional Period.** The Promotional Period shall commence on a date mutually agreed by the Parties. The Promotional Period shall expire upon the earlier of the following:
 - a. 120 days after the commencement of the Promotional Period; or
 - b. The maximum contribution payable by the City of \$25,000.00 has been reached, as set forth in Section 3.a above.

Notwithstanding the foregoing, the City shall have the option to extend the Promotional Period if the maximum contribution payable by the City of \$25,000.00 has not been reached within 120 days after the commencement of the Promotional Period.

5. **Termination.** Each of the City and the Consultant reserves the right to terminate this Agreement at any time, with or without cause, upon thirty (30) days' written notice to the other party, except that where termination is due to the fault of the non-terminating party, the period of notice may be such shorter time as may be determined by the terminating party.

6. **Indemnification.**

The Consultant shall indemnify, defend and hold harmless the City, its officers, officials, employees and volunteers from and against any and all third party claims, losses, liabilities, damages, costs or expenses, arising out of Consultant's negligence or willful misconduct in connection with performance of this Agreement.

The City shall indemnify, defend and hold harmless the Consultant, its officers and employees from and against any and all third party claims, losses, liabilities, damages, costs or expenses, arising out of City's negligence or willful misconduct in connection with performance of this Agreement.

7. **Independent Consultant.** Neither the City nor any of its employees shall have any control over the manner, mode or means by which Consultant, its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Consultant's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Consultant shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Consultant shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of Consultant in its business or otherwise or a joint venturer or a member of any joint enterprise with Consultant.

8. **Governing Law.** This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Consultant covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Los Angeles, State of California.
9. **Notices.** Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and sent by email, in the case of the City, to bguthrie@arcadiaCA.gov and in the case of the Consultant, to August Cziment at a@ring.com and legal@ring.com. Either party may change its email address by notifying the other party of such change.
10. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.
11. **Integration; Amendment.** This Agreement including the attachments hereto is the entire, complete and exclusive expression of the understanding of the parties. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Consultant and by the City Council. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.
12. **Severability.** In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.
13. **Corporate Authority.** The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the

provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY OF ARCADIA


Dominic Lazzaretto
City Manager

ATTEST:

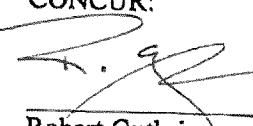

Linda Anderson, Chief Dep.
City Clerk


Stephen P. Deitsch
City Attorney

RING LLC


X
Mel Tang
VP and Secretary
Date: Nov 20, 2018

CONCUR:


Robert Guthrie
Chief of Police

Good evening Mayor and City Council Members:

Ring Subsidy Pilot Program was a great success...

- We rolled out the program in December of last year and did a kick-off event at the Masonic Lodge where Ring set-up a pop-up shop for Arcadia Residents.
- Over 500 residents attended the event and more than 300 devices were sold.
- In August the subsidies were exhausted and many residents continue to call the Police Department inquiring about the program and asking for the discount. (on average 15-20 phone calls and emails per week)

FACTS...

- Some interesting facts about the program is that Ring saw a jump in sales for Arcadia after the program launched.
- From November to August, 1,800 security devices have been installed within Arcadia's city limits
- A total of 741 cameras have been sold through the City's Subsidy program, that's 500 devices discounted by \$100 and 241 extra devices that were sold to residents wanting more than 1.
 - (Due to the privacy policy, don't know if all 741 have been installed, assumption is Yes)
- Residents are continuing to share their video feed with investigators and the cameras have aided in criminal investigations.
- I'd also like to share that so many residents are thankful for the subsidy. At the event and over the phone, we have received comments from residents that they are glad to see the police department creating opportunities for residents to increase their safety and inviting them to take a part in stopping crime before it happens.

As a result, the Police Department recommends that you allocate an additional \$25,000 to extend the program to another 500 participants....

- This requires 1) approving a supplemental budget appropriation and 2) signing a new agreement with Ring (which is essentially the same as the first agreement)
- The only change to the program is that the discount would be offered to businesses, in the first agreement we restricted it to residents only.
- Many businesses have expressed interest through our Business Watch Program. Many businesses have talked to us about installing a video doorbell at their front, side and rear entrances and they feel it would help increase their protection, especially after-hours.

If approved, PD would host another community event...

- Ring is interested in coming out for another pop-up shop.
- A tentative date is Wed., December 5th and we are looking to have the event in the evening at the Arcadia Masonic Lodge.
- All information would be publicized on our City and Dept websites and social media accounts.



ring

**Big
Sale**



\$100 OFF

**CITY OF ARCADIA'S
Security Products
Subsidy Event**

**WEDNESDAY,
DECEMBER 5, 2018**

**ARCADIA MASONIC LODGE
50 W. DUARTE RD.**

5:00 P.M. - 9:00 P.M.

**HELP STOP CRIME
BEFORE IT HAPPENS**

Arcadia residents and business owners are eligible for a discount of \$100 OFF any single Ring security device. Arcadia residents must show proof of residency (Government Picture I.D.) and Arcadia Business Owners must show proof of business location (Business Card). The discount is limited to one per household or business. All participants must complete a Resident General Release Agreement. CREDIT CARDS ONLY (No cash or checks will be accepted, no exceptions). No Rainchecks. Additional discounts available: \$30 OFF additional security devices with a maximum of two (2) per household or business, and 20% OFF accessories. Available while supplies last.



For more information, please contact the Arcadia Police Department
Community Affairs Office 626.821.2648

With Ring, you're Always Home.

With a motion-activated camera,
two-way audio and brilliant HD
video, you'll never miss a visitor.



Ring Home Security Products



Video Doorbell 2
Normally \$199

Rechargeable battery pack and convenience that works on any home.

Features
Motion Detection
1080p HD Video
Night Vision
Rechargeable Battery Pack
Easy Install



Video Doorbell Pro
Normally \$249

Ultra slim design with advanced features. Requires an existing hardwired doorbell.

Features
Advanced Motion Detection
1080p HD Video
Night Vision
Optional Cloud Recording
Live View/ Video on Demand



Floodlight Cam
Normally \$249

HD security camera with floodlights and a siren alarm.

Features
Advanced Motion Detection
1080p HD Video
Two-way talk
110 Decibel Siren Alarm
Two 3k Lumen LED Floodlights



Spotlight Cam Wired
Normally \$199

HD camera with two-way talk and spotlights, plugged-in for non-stop power and security.

Features
Advanced Motion Detection
1080p HD Video
Night Vision
Optional Cloud Recording
Easy Install



Spotlight Cam Solar
Normally \$229

HD camera with two-way talk and spotlights, connected to a Solar Panel for non-stop power.

Features
Motion Detection 1080p HD Video
Solar Panel Included
110 Decibel Siren Alarm
LED Spotlight Strips

Warranty
1 year on parts
Lifetime purchase protection

Chime Pro
Normally \$49

Plugs into standard power outlets to extend your Wi-Fi signal and amplify Ring alerts in your home.



Spotlight Cam Battery
Normally \$199

HD security camera with two-way audio, LED spotlights and a siren alarm, for security anywhere you need it.

We're here to help you 24/7.

Our US based customer associates are available anytime, day or night. Contact us at 855-688-7756 or go to ring.com/help

ring Always Home.

Need installation help?

Ring has everything you need to install your Ring Video Doorbell or Video Doorbell Pro, including:

Setup Guide at ring.com/setup

Help Center at ring.com/help

Community Support Team at help@ring.com

Need professional help?

Ring's friends at HelloTech will install your Ring Video Doorbell or Video Doorbell Pro for only \$50.



Visit:
Ring.com/installmyring
to schedule your professional
installation through HelloTech

Need installation help?

需要帮忙安装吗？

Ring has everything you need to install your
公司提供给您一切如何安装
Ring Video Doorbell or Video Doorbell Pro, including:
公司出产的門铃视频或专业門铃视频的资料如下：

Setup Guide at ring.com/setup
安装指南, 请从 ring.com/setup 的网址中参阅
Help center at ring.com/help
帮助中心, 请上 ring.com/help 网址
Community Support team at help@ring.com
社区協助小组, 请上 help@ring.com 网址

Need Professional help?

需要专业人员帮忙安装?

**Ring's friends at Hello Tech will install your Ring Video Doorbell
or Video Doorbell Pro for only \$50**

您只需付 50 美元给 Ring 公司的友好技师“Hello Tech”，他能帮您安装
門铃视频或专业門铃视频



**Visit ring.com/install my ring
to schedule your professional
installation through Hello Tech**

请上 ring.com/install 网址,
预约专业技师为您安装門铃的日期

GENERAL RELEASE AGREEMENT FOR USE OF CITY OF ARCADIA DISCOUNT
TO PURCHASE PRODUCTS FROM RING LLC

By using the Promotional Code, I agree to the following:

1. **Use of Promotional Code.** I am a Resident of the City of Arcadia (“City”). I am using the Promotional Code to purchase a product that will be used at my residence in the City. I understand that the City hopes this program will enhance resident security but that the City has no responsibility for the design, manufacturer, maintenance or operation of the product, and the City makes no guarantee that security will be assured. I understand that the Promotional Code may only be used to purchase one unit of the product described herein per residence. By purchasing the product, I certify that no member of my household has previously used the Promotional Code to purchase this product for my residence.
2. **General Release.** In consideration for a one-time fifty (\$50.00) dollar incentive (“**City Incentive**”) for the discounted purchase of a home security product sold by Ring LLC, a Delaware limited liability corporation (“**Ring**”), the receipt and adequacy of which are hereby acknowledged, I, and on behalf of my spouse, heirs, successors, and assigns, hereby releases, forever discharges, and agrees to indemnify, defend and hold harmless, City and each of City’s officials, employees, agents, insurers, attorneys, and all persons and entities acting by, through or under, any of them, (hereinafter collectively referred to as “**Released Parties**”), from any and all claims, contracts, liabilities, obligations, promises, costs, losses, damages, actions, rights, and demands of any nature whatsoever, known or unknown, suspected or unsuspected, which I now have or may acquire in the future against City and Released Parties, relating to or arising out of any act, omission, occurrence, event, or thing which was done, omitted to be done, related to my use of the City Incentive, or purchase, installation, or use of Ring’s product(s) (hereinafter referred to collectively as “**Claims**”), without regard to whether such Claims arise under the federal, state, or local constitutions, statutes, rules or regulations, or the common law.
3. **Release of Unknown Claims; Waiver of Civil Code §1542.** I understand and expressly agree that the general release set forth above is to be interpreted as broadly as possible, and is a release of ALL claims, demands, causes of action, obligations, damages, and liabilities of any nature whatsoever and is intended to encompass all known and unknown, foreseen and unforeseen claims which I may have against City and Released Parties as a result of the purchase, installation, or use of Ring’s product(s).

I expressly waive and relinquish all rights and benefits afforded by § 1542 of the Civil Code of California and understands and acknowledges the significance and consequences of such specific waiver of said provisions of law. Section 1542 of the Civil Code states as follows:

“A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor.”

4. **Disclaimer of Representation and Warranties.** I understand and expressly agree that City makes no representation or warranties, express or implied, including but not limited to any implied warranties of merchantability or fitness for a particular purpose, whatsoever concerning the suitability or condition of any of Ring’s product(s).

IN WITNESS WHEREOF, the undersigned RESIDENT has read, understood, and agreed to all of the above terms and conditions of this AGREEMENT, by executing it on the date set forth below.

ARCADIA RESIDENT:

Name: _____

Signature: _____

Email: _____

Address: _____

Date: _____



Neighbors by Ring
Memorandum of Understanding

This agreement is entered into this 19 day of February 2019 by and between Ring LLC ("Ring") and the City of Arcadia ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Arcadia's ("City") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to City residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior

consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

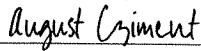
RING LLC

3/5/2019

Date: _____

DocuSigned by:

By: _____

August Cziment

369F1A1F19C3476...

Name: _____

August Cziment

Title: _____

Director of Operations

Agency

Date: March 4, 2019

By:



Name: Dominic Lazzaretto

Title: City Manager

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Wednesday, November 15, 2017 2:34 PM
To: Brutus, Jennifer; Jason Scherr; Andy Morita
Subject: arcadia pricing

Hi Jennifer,

I am looping you in with Jason Scherr for pricing for the event. He will need to build the store for this. Please give him as many details as possible so we can make sure to get it right.

I confirmed I will be able to get 3 people to the event.

--

Stacey Cooke
National Events Marketing Manager



1523 26th St
Santa Monica, CA 90404

Stacey.Cooke@ring.com
(410) 591-8238

<https://stacey-cooke.youcanbook.me/>

As seen on:

LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)
LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, November 20, 2017 11:51 AM
To: Brutus, Jennifer
Subject: Re: confirmation of event 12/6

oh great news!

Thanks for letting me know. Have a good one.

Stacey

On Mon, Nov 20, 2017 at 11:44 AM, Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Stacey,

Sorry I missed your call.

Yes, we are all set for 12/6. I sent the signed contract on Friday. We start publicizing on Friday too.

Hope your day is going well.

Jennifer

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Monday, November 20, 2017 10:27 AM
To: Brutus, Jennifer
Subject: Re: confirmation of event 12/6

I gave you the wrong number - 410-591-8238. Sorry

S

On Mon, Nov 20, 2017 at 10:26 AM, Stacey Cooke <stacey.cooke@ring.com> wrote:

Hi Jennifer,

Want to give me call? Thank you. 410-591-9239

On Fri, Nov 17, 2017 at 10:19 AM, Stacey Cooke <stacey.cooke@ring.com> wrote:

Jennifer

Is this event confirmed? Did you get everything you need from us to move forward?
Please advise.

Thank you.

--

Stacey Cooke

National Events Marketing Manager



[1523 26th St](https://stacey-cooke.youcanbook.me/)

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Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Thursday, December 14, 2017 1:48 PM
To: Brutus, Jennifer
Cc: Andrew Pohlen (andrew.pohlen@ring.com)
Subject: Re: Arcadia Subsidy Payment and Online Codes

Hi Jennifer,

It was nice speaking to you yesterday. We have created the 202 codes and they are in this excel doc. As for the \$30 off and 20% off accessories code these are no unique. They are 1 time use per e-mail address and are capped by Arcadia zipcodes.

to use the discounts residents will need to log on to ring.com and put the codes in at check out. They will need to do separate transactions for the discounts because of the way the site is built. Please let me know if you have any questions.

The code for the 20% off accessories is

The code for \$30 off 2 extra items is

The code for \$100 off the first item is [in this google doc](#). With this you can manage who you distribute the codes to and once a code is used we can let you know.

Thank you. Hope you have a nice day.

Stacey

On Tue, Dec 12, 2017 at 4:50 PM, Stacey Cooke <stacey.cooke@ring.com> wrote:

Hi Jennifer,

I just left you a voicemail. We are working on the code and I will have an update tomorrow. Will this be ok?

Stacey

On Tue, Dec 12, 2017 at 4:43 PM, Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Stacey,

I hope your day is going well.

I just wanted to see when we can expect the promotional code list. Do you think by tomorrow or Thursday?

Thank you,

Jennifer



Jennifer Brutus, DPA, MBA

Management Analyst | Arcadia Police Department

250 W. Huntington Dr. | Arcadia, CA 91007

(626) 574-5136 | jbrutus@ArcadiaCA.gov



From: Stacey Cooke [mailto:stacey.cooke@ring.com]

Sent: Monday, December 11, 2017 7:49 AM

To: Brutus, Jennifer

Cc: Andrew Pohlen (andrew.pohlen@ring.com)

Subject: Re: Arcadia Subsidy Payment and Online Codes

Hi Jennifer,

I'll get this information for you and give you a call this afternoon.

Thank you

Stacey.

On Mon, Dec 11, 2017 at 7:39 AM Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Stacey and Andrew, Good morning,

I hope you had a great weekend.

I'd like to see how many city subsidies were used at the event, and see how we can go about obtaining the list of codes for the unused subsidies. We have residents calling in and emailing for the code already. ☺

Please send us the event invoice - I will process the payment for the subsidies that were used at the event. Then afterwards, according to the contract, Ring should invoice us on a monthly basis for codes used online until all 500 are exhausted.

Thank you,

Jennifer



Jennifer Brutus, DPA, MBA

Management Analyst | Arcadia Police Department

[250 W. Huntington Dr. | Arcadia, CA 91007](http://250W.HuntingtonDr.Arcadia.CA.91007)

[\(626\) 574-5136](tel:(626)574-5136) | jbrutus@ArcadiaCA.gov

--

Stacey Cooke

National Events Marketing Manager



[1523 26th St](http://152326thSt)

[Santa Monica, CA 90404](http://SantaMonica.CA.90404)

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Attachments area

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Attachments area

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, April 9, 2018 4:35 PM
To: Brutus, Jennifer
Subject: email templates for Arcadia

Hi Jennifer,

How was your weekend? I am following up from our call last week to let you know that I have made the templates for the emails for residents.

I will have the codes shortly, Below is an email template for both the people you have given codes to and residents you will be giving new codes to. We also would like to update the website with a disclaimer for residents so they understand that just because they received a code, doesn't guarantee they will make a purchase because a purchase is first come first serve basis. Thank you for the partnership. I will get these codes over as soon as possible. Please let me know if you need anything else from me at this time.

This is for new residents:

Thanks for writing in. Please refer to the information below to complete your checkout.

Codes are first come, first serve: Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program. Codes are valid for a single use only.

Using the code: You can complete your purchase on www.ring.com. The discount code can be applied to any Video Doorbell and/or Security Camera (except bundles).

Code Information:

\$100 off retail price for (1) of the select devices: <><insert code>><>

If you have any comments, questions, or a code isn't working, please let me know and I will assist.

This is for residents who have been given a code:

Thank you for claiming you Ring Rebate code.

Codes are first come, first serve: Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program. Codes are valid for a single use only.

Using the code: You can complete your purchase on www.ring.com. The discount code can be applied to any Video Doorbell and/or Security Camera (except bundles).

If you have any comments, questions, or a code isn't working, please let me know and I will assist.

Stacey Cooke
National Events Marketing Manager



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(410) 591-8238

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USA Today: [Police say crime drops with video doorbell](#)

Attachments area

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Wednesday, August 1, 2018 5:19 PM
To: Brutus, Jennifer
Subject: Re: Arcadia Subsidy Case Styudy

hi Jennifer,

Thank you so much! That would be so helpful!

Stacey

On Wed, Aug 1, 2018 at 5:17 PM, Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Stacey,

I'm doing good, thanks. I hope you are well.

That sounds like a great plan. Let me run this by our Chief and Investigations Unit. I will gather some initial information and give you a call soon so we can discuss.

Thanks,

Jen

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Tuesday, July 31, 2018 7:13 PM
To: Brutus, Jennifer
Subject: Arcadia Subsidy Case Styudy

Jennifer,

How are you doing? I was wondering if you had time for a chat this week. Since the program launched in November, I would like to do a case study to see if since launching

the program crime has been reduced in Arcadia, similar to the "LAPD crime study" in my signature. Would you be open to working with me?

I appreciate it.

Have a good evening.

--

Stacey Cooke

National Events Marketing Manager



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[Santa Monica, CA 90404](#)

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Attachments area

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Tuesday, October 9, 2018 4:10 PM
To: Brutus, Jennifer
Subject: Re: Arcadia Round 2

Hi Jennifer,

Thanks for sending this over. 12/5 is confirmed.

Stacey

On Tue, Oct 9, 2018 at 3:59 PM, Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi,

Okay, I will review and see if the City Attorney has any changes.

Also, the staff report attached is being submitted for approval on 10/16/18.

Please let me know by this Friday if the event date of 12/5/18 is okay. I will need to print promo posters for our event on 10/17 where we will be promoting. Need sufficient time for printing order.

Thanks,

Jen

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Tuesday, October 09, 2018 3:36 PM
To: Brutus, Jennifer
Subject: Arcadia Round 2

Hello Jennifer,

How are you? My legal team thought it may be best to go ahead with a new contract. Can you review this please and let me know if this will be ok?

Thank you,

--

Stacey Cooke

National Events Marketing Manager



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Santa Monica, CA 90404

Stacey.Cooke@ring.com

(410) 591-8238

<https://stacey-cooke.youcanbook.me/>

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Attachments area

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, December 3, 2018 9:59 AM
To: Morgan Culbertson
Cc: Brutus, Jennifer; media@ring.com
Subject: Re: Facebook boost

Thanks for sharing Morgan!!

Jennifer - Please let us know if you have any questions.

Looking forward to Wednesday.

Stacey

On Mon, Dec 3, 2018 at 9:40 AM Morgan Culbertson <morgan.culbertson@ring.com> wrote:
Hi Jennifer,

Hope you had a great weekend! Here's the Link to the boosted Facebook post promoting Wednesday's event: <https://www.facebook.com/455306461197370/posts/2113795895348410>

Would be great for the City and/or PD pages to share!

Looking forward to Wednesday,

Morgan

--

Morgan Culbertson,
Public Relations Coordinator - Neighbors



Morgan@ring.com

m: [805.822.9694](tel:805.822.9694)

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<https://stacey-cooke.youcanbook.me/>

<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

Brutus, Jennifer

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Thursday, December 6, 2018 10:52 AM
To: Brutus, Jennifer
Subject: Re: Quick question

Great - we will match against names and emails of everyone who purchased at the event to prevent people from doubling up.

On Thu, Dec 6, 2018 at 10:51 AM Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi,

Yes, if they bought at the event, they are not eligible to get a second.

I would love to do the online process for distributing the remaining codes.

Thanks!

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Thursday, December 06, 2018 7:23 AM
To: Brutus, Jennifer
Subject: Quick question

If they bought at event can they also apply online. We have names of all the people who purchased if you want to block these people. Please advise.

--

Stacey Cooke

National Events Marketing Manager



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<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

Brutus, Jennifer

From: Rohit Murti <rohit.murti@ring.com>
Sent: Monday, March 4, 2019 5:23 PM
To: Brutus, Jennifer
Cc: LeVeque, Tom; Crowther, Dan; Guerrero, Idania; Bourgeous, Brett; Blair, Kristin; Vercillo, Michael; Delgadillo, Steve; Bonomo, John; Foley, Paul
Subject: Re: Ring MOU - Arcadia Police Department access to RING LAW ENFORCEMENT PORTAL

Hi Jennifer,

Thank you for your email! I have shared the MOU with our team. I'm going to get this processed and get a counter signature. Once that is complete, I'll make introductions to our account management team and we will have you on-boarded. This process should take approximately 3 weeks or less. Please feel free to call or email me if you have any questions.

Thank you for your time. We look forward to working with you!

Sincerely,

Rohit D. Murti
Territory Manager | Growth Strategy | **Ring**
T 832.992.9910 **E** rohit.murti@ring.com



1523 26th Street, Santa Monica, CA 90404

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On Mon, Mar 4, 2019 at 11:25 AM Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Rohit,

Please see attached contract signed by Chief Guthrie for participation in Ring's Law Enforcement Portal.

The staff below have been cc'd in this email and we all look forward to the onboarding process. The Department is very pleased that we are able to add the portal to our investigative resources.

Please let me know what's the next step and I will be happy to assist with the process.

Thank you,

Jen



Jennifer Brutus, DPA, MBA

Sr. Management Analyst | Arcadia Police Department
250 W. Huntington Dr. | Arcadia, CA 91007
(626) 574-5136 | jbrutus@ArcadiaCA.gov



From: Rohit Murti [mailto:rohit.murti@ring.com]
Sent: Wednesday, February 27, 2019 6:13 PM
To: Brutus, Jennifer <jbrutus@arcadiaca.gov>
Subject: Re: Ring MOU - Arcadia Police Department, CA

Jennifer,

As we wait for the MOU process to be completed, I would like to work with you to ensure that we are set up for on-boarding. Could you please help me identify the personnel responsible for the positions below?

- Primary Point of Contact - **Jennifer Brutus, Sr. Management Analyst**
- Public Information Officer / Social Media Liaison – Tom LeVeque, Social Media Coordinator, Dan Crowther, Sergeant/APD PIO & Idania Guerrero, Detective/APD PIO
- Investigative - CID/Crime/Property Crime – Brett Bourgeous, Sergeant (Investigations Unit) and Kristin Blair, Crime Analyst
- Community Outreach Officer – Mike Vercillo, Community Affairs Officer & Steve Delgadillo, Community Affairs Liaison

In the case where the PIO/Social Media Liaison, Community Outreach Officer and Investigative Representative weren't in our webinar, could you please introduce me to them via an email? I would like to present the webinar to them so that we can transition smoothly to on-boarding, where we will partner our PR Coordinator with your PIO/Social Media Liaison/Community Outreach Officer and our Account Manager with your Investigative Representative. Prior to this, it is important for me to present to them, to ensure they are knowledgeable on Neighbors Portal by Ring. This will enable us to best position ourselves for success on Neighbors Portal.

Thank you for your time, Jennifer.

Sincerely,

Rohit D. Murti

Territory Manager | Growth Strategy | [Ring](#)

T 832.992.9910 E rohit.murti@ring.com



1523 26th Street, Santa Monica, CA 90404

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Tue, Feb 19, 2019 at 3:48 PM Rohit Murti <rohit.murti@ring.com> wrote:

Jennifer,

Thank you for arranging our meeting to learn about Ring's approach to reducing crime in communities.

An overview of our program:

Our platform combines the deterrent value of a visible security system (devices) with the power of an actively engaged community (via a free app) to reduce criminal activity and to help solve open investigations.

Neighbors Portal is Law Enforcement's access to our platform. Portal highlights include:

1. No Cost - Neighbors Portal is free to Law Enforcement.
2. Community Engagement - Law Enforcement's ability to join the conversation (about posted video or in response to posted comments).
3. Alerts - You may post alerts which are highly relevant (proximity) to the recipient.
4. Video Request - You may request video from Ring device owners relevant to active investigations.

As you review the attached MOU, or if others will be charged with this task, please feel free to contact me at any time. My cell number is 832-992-9910. Once we receive the signed copy of the MOU, we can move forward with the on-boarding.

Thank you again for meeting with me. I look forward to working with you and Arcadia Police Department.

Sincerely,

Rohit D. Murti

Territory Manager | Growth Strategy | [Ring](#)

T 832.992.9910 E rohit.murti@ring.com



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Brutus, Jennifer

From: Rohit Murti <rohit.murti@ring.com>
Sent: Tuesday, March 19, 2019 9:49 AM
To: Brutus, Jennifer
Cc: Barry Parker
Subject: Neighbors Portal by Ring: Onboarding for Arcadia Police Department, CA
Attachments: Ring MOU - Arcadia Police Department, CA.pdf

Jennifer,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Account Manager - Barry Parker.

Barry brings extensive experience in the business and is well positioned to successfully onboard and work with you and Arcadia Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and Barry. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Jennifer Brutus
 - Email - jbrutus@arcadiaca.gov
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
 - Name - Tom LeVeque, Sergeant Dan Crowther, Detective Idania Guerrero
 - Email - tleveque@arcadiaca.gov, dcrowther@arcadiaca.gov, iguerrero@arcadiaca.gov
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc
 - Name - TBD
 - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
 - Name - Mike Vercillo
 - Email - mvercillo@arcadiaca.gov
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
 - Name - Sergeant Brett Bourgeois, Kristin Blair
 - Email - bbourgous@arcadiaca.gov, kblair@arcadiaca.gov

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. Barry, could you please coordinate with Jennifer to identify a day and time that works for both of your schedules?

Thank you, to you both, for your time.

Sincerely,

Rohit D. Murti
Community Partnerships Manager | **Ring**
T 832.992.9910 **E** rohit.murti@ring.com



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Brutus, Jennifer

From: Jessica Star <jessica.star@ring.com>
Sent: Tuesday, April 9, 2019 3:45 PM
To: Stacey Cooke
Cc: Brutus, Jennifer
Subject: Re: Arcadia community video

Hi Jennifer!

Here's a link to some footage from the event- <https://on.frame.io/c5HMeULx>

You can download directly from there.

Thanks!

On Tue, Apr 9, 2019 at 2:28 PM Stacey Cooke <stacey.cooke@ring.com> wrote:
Awesome, thanks!

On Tue, Apr 9, 2019 at 2:21 PM Jessica Star <jessica.star@ring.com> wrote:
Sure, I'll put together some footage and send a link in a little bit.

On Tue, Apr 9, 2019 at 12:48 PM Stacey Cooke <stacey.cooke@ring.com> wrote:
Hi Jess,

Jennifer is working on an Arcadia community video, highlighting events. Are you able to send her any footage from our Arcadia event?

Thanks!

--

Stacey Cooke

Events Manager
stacey.cooke@ring.com
410-591-8238



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Santa Monica, CA 90404
www.ring.com



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Join the new neighborhood watch.

--
Jessica

Jessica Star

Sr. Creative Producer
631-514-4026
Jessica.Star@ring.com



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--
Stacey Cooke

Events Manager
stacey.cooke@ring.com
410-591-8238



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<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

--
Jessica

Jessica Star

Sr. Creative Producer
631-514-4026
Jessica.Star@ring.com



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Join the new neighborhood watch.

Brutus, Jennifer

From: Barry Parker <barry.parker@ring.com>
Sent: Wednesday, April 10, 2019 4:44 PM
To: Brutus, Jennifer
Subject: Re: Alarming Post on Portal

Hi Jen,

That's terrible and thanks for the quick response

Best,

Barry Parker

Partner Success Associate
barry.parker@ring.com



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On Wed, Apr 10, 2019 at 4:40 PM Brutus, Jennifer <jbrutus@arcadiaca.gov> wrote:

Hi Barry,

Thanks, that man is from the LA County Sheriff's Dept. There was a homicide in town and the case has been taken over by that agency.

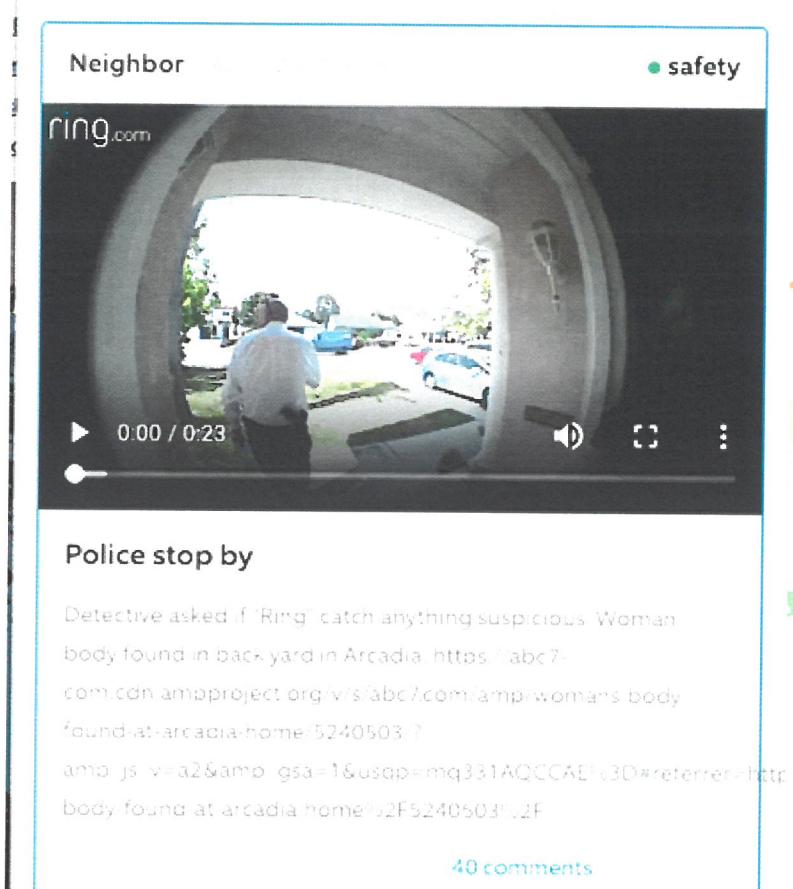
Have a great evening,

Jen

From: Barry Parker <barry.parker@ring.com>
Sent: Wednesday, April 10, 2019 3:53 PM
To: Brutus, Jennifer <jbrutus@arcadiaca.gov>
Subject: Alarming Post on Portal

Hi Jennifer,

I hope you are having a great day. I wanted to share with you a post on the Neighbors feed in the Arcadia PD Portal that caught my attention. Now I don't know if this is Arcadia PD with the gun and if you didn't comment for a reason, but I thought I would share it with you. Have a great evening, and I will talk to you tomorrow morning.



Barry Parker

Partner Success Associate

barry.parker@ring.com



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